GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:551
ANSWERED ON:21.10.2008
BAN ON ADVERTISEMENT OF LIQUOR AND TOBACCO PRODUCTS
Gaikwad Shri Eknath Mahadeo;Jogi Shri Ajit;Mane Smt. Nivedita;Yaskhi Shri Madhu Goud

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the advertisement of liquor and tobacco products banned but some companies have been using the same brand names for other products;

(b) if so, the details of tobacco and liquor companies indulging in such surrogate advertisements, company-wise; and

(c) the details of action taken by the Government against such advertising companies?

Answer

THE MINISTER OF STATE FOR EXTERNAL AFFAIRS AND INFORMATION & BROADCASTING (ADDITIONAL CHARGE) (SHRI ANAND SHARMA)

(a) It was brought to the notice of the Government that under the pretext of brand extension, some of the products were being advertised with brand names which were common with liquor and tobacco products. Therefore Rule 7(2)
(viii) was inserted in the Cable Television Network Rules, 1994 to prohibit such advertisement on the Television Channels. No complaints have been brought to the notice of the Government regarding such advertisements after the last amendment to the above Rules vide Notification dated 25.2.2008.

(b) No such details/data is maintained by the Government.

(c) As per the provisions of the Cable Television Act, 1995 and the Rules framed thereunder, it is the responsibility of the Cable Television Network not to carry advertisements that do not adhere to the advertisement code prescribed therein. The Television channels are also required to adhere to the advertisement code with respect to advertisements carried in their channels. As such action against the advertising companies is not contemplated by Government and action is taken against Television channels carrying offensive advertisements as and when required.